

Rubberline

changeable letter signs

*ADJUSTA

precision plastic letters



catch the eye...

get the message across

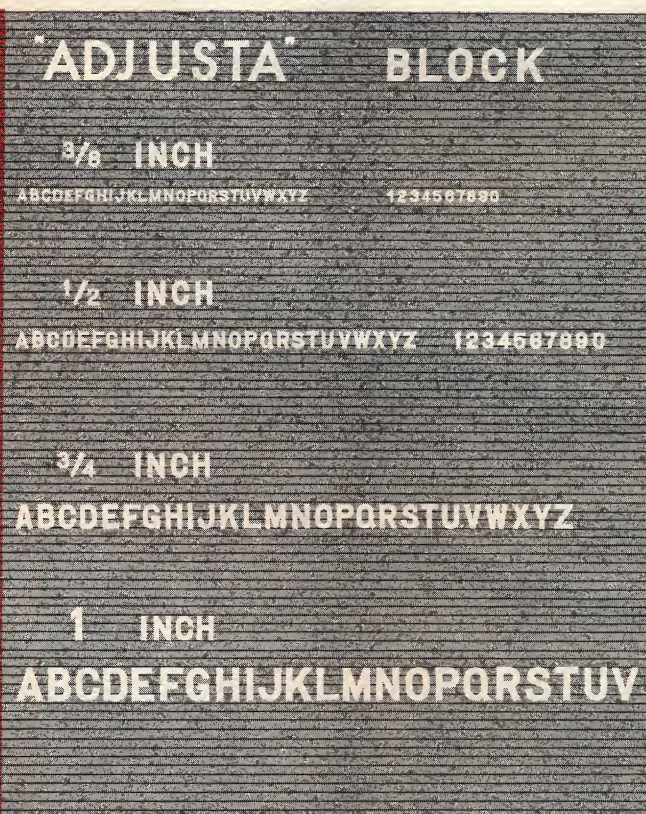
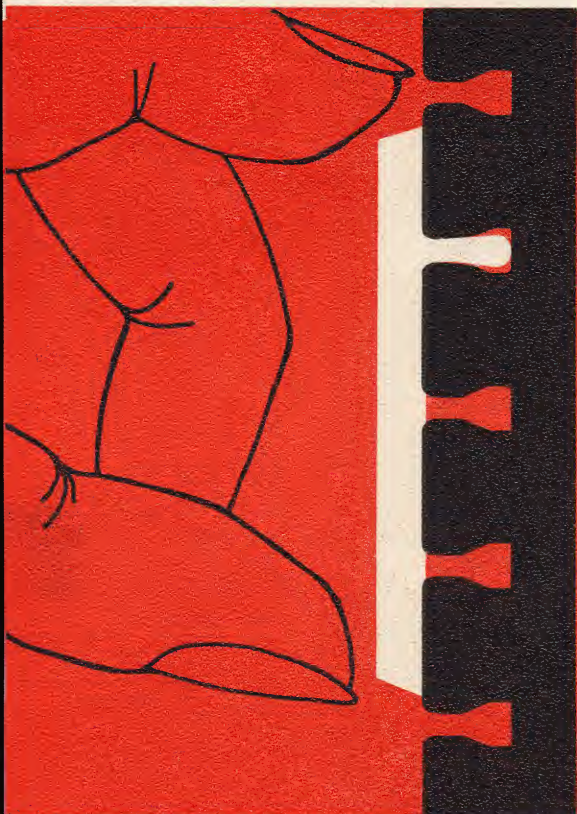
DO YOU HAVE PEOPLE IN YOUR COMPANY . . . FORGETTING THINGS . . . DOING THINGS WRONG . . . GETTING LOST . . . COMING LATE . . . AND ASKING THE SAME OLD QUESTIONS, AGAIN AND AGAIN: WHAT, WHERE, WHEN? THEN YOU NEED AN ANTI-CONFUSION CAMPAIGN!

Start with Rubberline, the high-visibility changeable letter signboards with the unique rubber molding which permits fast, neat composition of any visual message.

Rubberline is the only changeable letter signboard with the firm rubber grooved base and precision-formed plastic letters which snap in with a single dovetail tab, stay firm, align automatically, yet are easily adjusted.

The Rubberline board has a neat satin surface which provides maximum contrast for the visual message. Adjusta letters come in the most readable type-styles and a full range of sizes. Rubberline is available in five background colors—black, gray, green, blue and red—which stay bright in long-term indoor or outdoor use.

Adjusta precision formed plastic changeable letters have a strong single dovetail tab which fits the Rubberline grooves perfectly and does not spread the groove which would cause adjacent letters to fit badly or fall out. The uniform accuracy of Rubberline grooves also eliminates this possibility. Grooves are spaced exactly and there is no variation in thickness at any point. These features assure uniformity—even on boards 20 feet or more in either direction. Letters can be set up at any point, in any combination of sizes, and vertical spacing will be exactly as required. Adjusta letters



snap-in, stay firm, align automatically, yet are easily adjusted for fast composition. Adjusta letters will never warp or curl—never become unusable or unsightly. The strong single tab assures years of satisfaction. Tab is not visible when letters are in position. The tab will not weaken or break through aging or handling. Request a sample of Rubberline and Adjusta letters and see first hand.

INCHES												
				6				12			18	20

Scale shows number of letters in a given space.

There's no limit to the size of Rubberline signboards: from a simple one-line direction sign to enormously complex control boards 40 feet long and 20 feet high!

Rubberline can be supplied in a variety of architecturally matching frame units, with or without glass or unbreakable plastic doors. Whether choosing from standard units or custom made designs in aluminum, wood, stainless steel or bronze, there's a Rubberline board to match your requirement.

Rubberline is the changeable letter signboard most specified professionally by architects and interior designers. You'll see Rubberline in daily use in some of the most prestigious buildings—offices, banks, universities, hospitals, hotels, restaurants and in warehouses and factories too. This is because Rubberline combines the best technical features with esthetic appeal.

Rubberline with Adjusta letters are the products of a well-established company with national distribution. You'll never have any problems getting additional supplies of matching characters for your Rubberline signboard.

Whether for fixed or portable applications, consider the infinite versatility of Rubberline signboards: Once you use one Rubberline signboard in a temporary or permanent function, you'll immediately see how more of these visual aids can help smooth the flow of people, materials and facts in your business. Rubberline will never be redundant or obsolete and its long-lasting, easy-cleaning features make this the lowest-cost investment of its kind you can make.

Check this summary of Rubberline and Adjusta features:

- * Unique Rubber molding and precision letters.
- * No limit to size of boards.
- * Two type-styles and eight sizes of letters from $\frac{3}{8}$ " to $2\frac{1}{4}$ ".
- * Five background colors—black, grey, green, blue and red.
- * Indoor or Outdoor application.
- * Easily maintained—clean and sanitary.
- * Full range of standard and custom frames.
- * Distributed across the country.

"ADJUSTA" FUTURA

$\frac{1}{2}$ INCH
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

$\frac{3}{4}$ INCH
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

$\frac{3}{4}$ INCH LOWER CASE
 abcdefghijklmnopqrstuvwxyz

$1\frac{1}{4}$ INCH
 ABCDEFGHIJKLMNOPQ

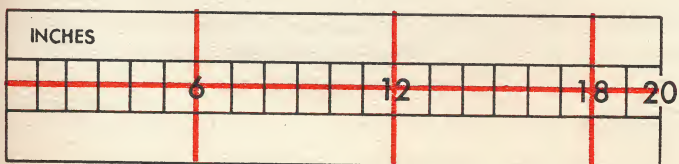
$1\frac{3}{4}$ INCH
 ABCDEFGHIJKL

$2\frac{1}{4}$ INCH
 ABCDEFGH

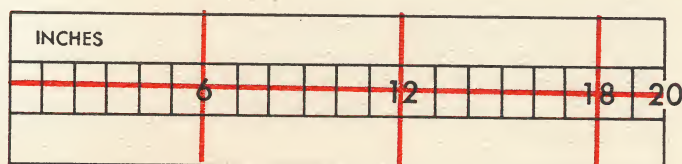
"ADJUSTA" CHARACTERS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
x	■	■	■	■	■	▲	★	▲	▲	▲	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57
58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83
84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109

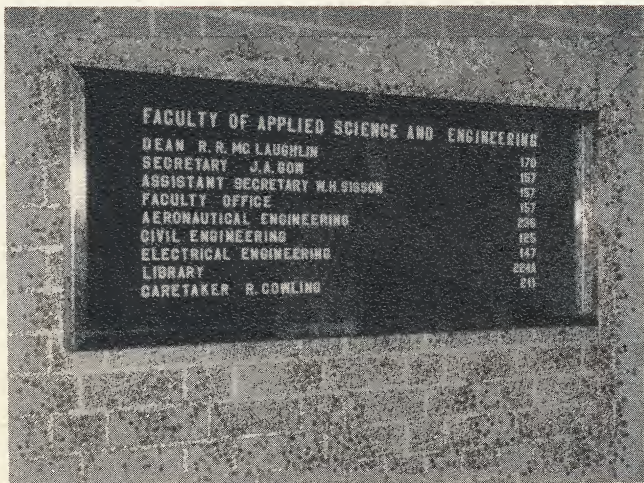
102 A 103 A 104 A 105 A 106 A 107 A 108 A 109 A 110 A 111 A 112 A 113 A 114 A 115 A 116 A 117 A 118 A 119 A 120 A



Scale shows number of letters in a given space.



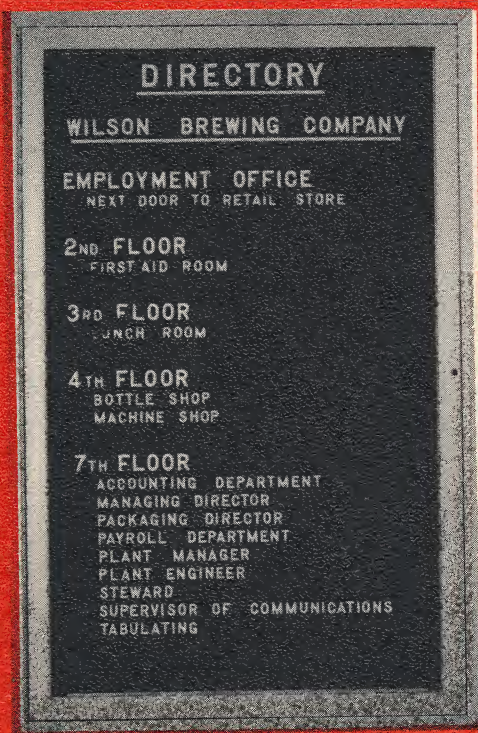
Scale shows number of letters in a given space.



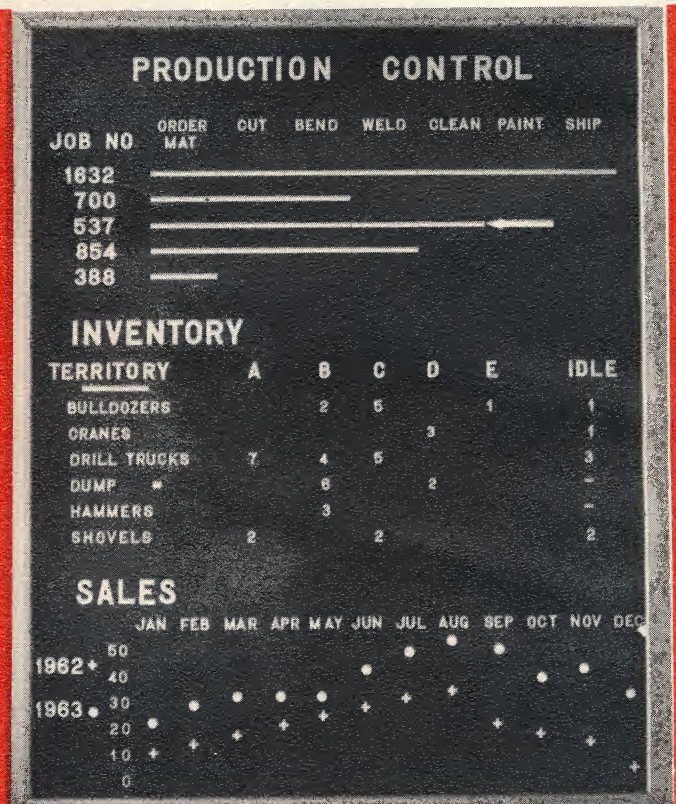
Rubberline backing with 1" and 3/4" Adjusta Block style letters used for a legible clean-cut Directory Board.



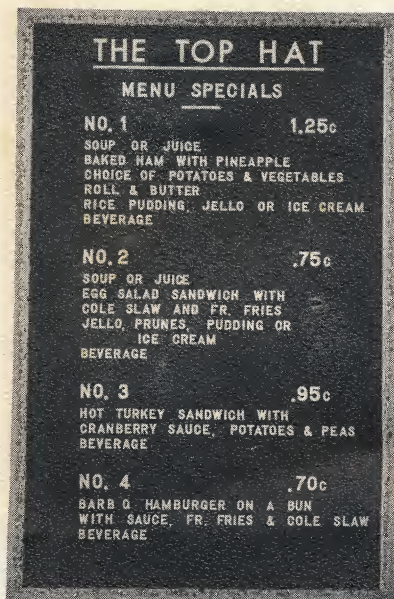
Style D Slip-On glass front, lock and key but no hinges. A popular choice when changes are infrequent. Costs 40% less than Style C boards. Not recommended for sizes over 20" x 30".



Style C, 20" x 30", extruded anodised aluminum frame glass door Directory. 1", 3/4" and 1/2" letters illustrate one of many arrangements possible with Adjusta. Style C boards available in a complete range of sizes for any purpose.

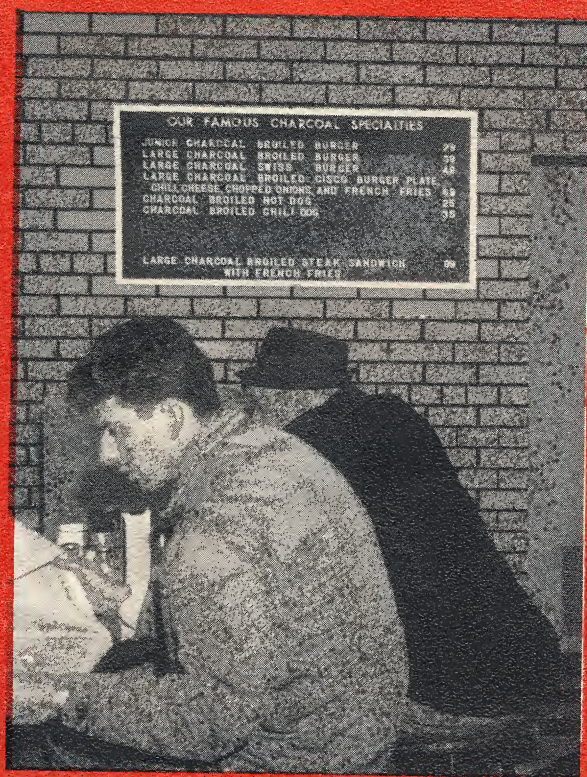
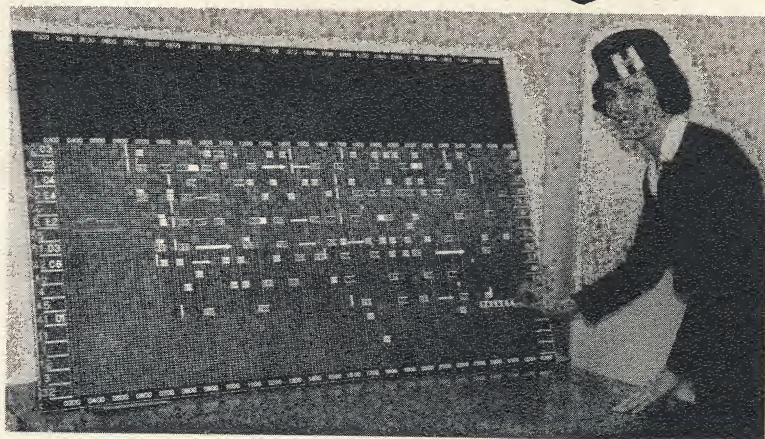


Style B, 20" x 24" open face, extruded aluminum frame illustrates the versatility of Adjusta for Visual Control systems and "See at A Glance What's Happening" boards.

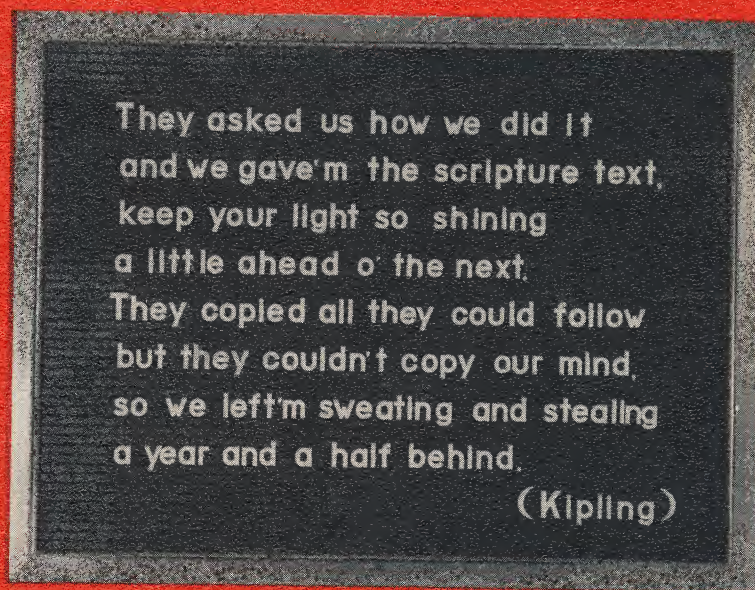


Style B, 20" x 30" Adjusta Futura 1 1/4" letters used for heading, 3/4" and 1/2" Block for remainder. Menu boards can be made in any size or style to match any decor.

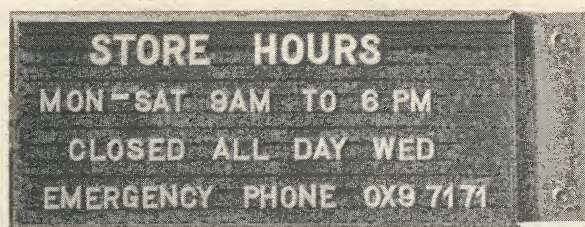
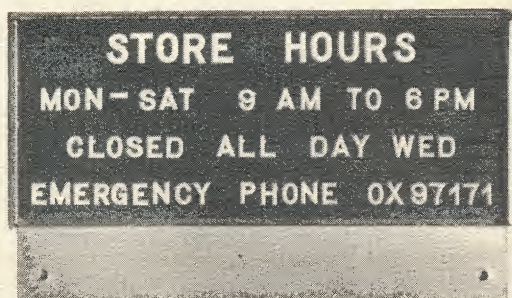
Style A, frame 58" x 34" Rubberline board for Airline Operations Control board. Five different colors used for background. Various colors for letters and characters. Color coding permits board to be used for ten separate operations over a 24 hour period.



Menu board, Style B, 48" x 24". Adjusta Futura 1 1/4" letters used for heading, 1" Block for remainder. Rubberline boards can be made with grooves running either way. First dimension specified is the way grooves will run.

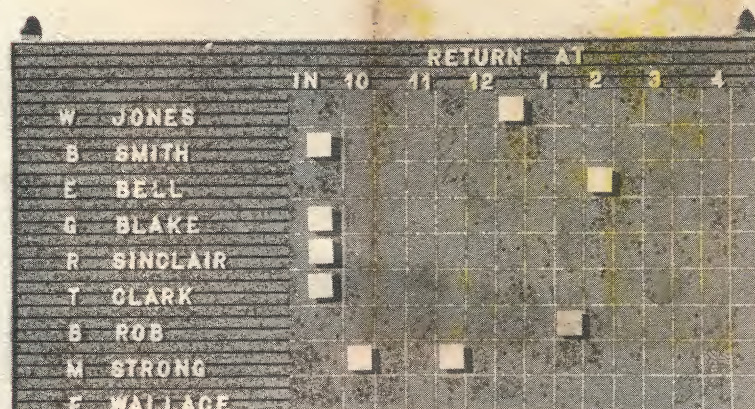


Style B, 20" x 15" Adjusta 3/4" lower case with 3/4" capitals, illustrates clean modern lines of Rubberline. Self-aligning feature of Adjusta increases legibility—makes any message easy to read. Best of all, these same qualities will remain for years with Rubberline and Adjusta.



Rubberline in aluminum case, 8" x 3½" has plastic face. Choice of 1¼" wide side or bottom flange. Adjusta Block style ½" and ¾" used above are suitable to accommodate average copy for Store or Office Hour units.

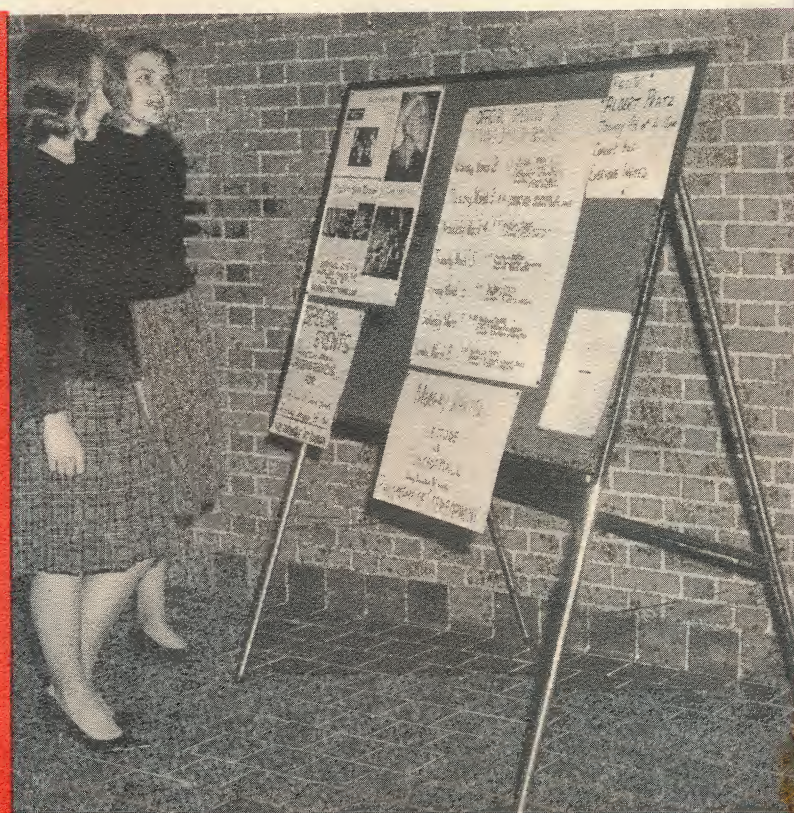
Rubberline combined with magnets makes an "easy to see" In and Out board. Made in larger sizes for any name capacity. ½" Adjusta letters are easily changed, magnetic squares on ruled metal background indicate return times.



Futura sign 8" x 2½" using ½" Adjusta Block style letters. Futura signs are Rubberline panels encased in plastic with metal mounting strips for attaching to doors or walls. Letters easily changed. Various sizes available as well as double faced protruding Futura signs.



Rubberline single strip is designed to be inserted into any recessed groove ¼" wide x ¼" deep and is then ready to hold any Adjusta letter. Ideal for shelves, bookcases, libraries, etc. Supplied in short or continuous lengths.



Illustrated Style B frame Bulletin board using self-sealing cork on free standing portable easel. Cork available in brown or green. Combination of cork and Rubberline units can also be made.

A 24" diameter board further illustrates the versatility of Rubberline and Adjusta, special designs and shapes are no problem. ¾" Adjusta Block letters used.

WESTBURY MEMORIAL HOSPITAL

VISITING HOURS:

MON. THROUGH FRI.

12.30 PM - 3.00 PM

7.00 PM - 8.30 PM

SAT. - SUN. - HOL.

10.00 AM - 3.30 PM

6.30 PM - 8.30 PM

NURSES RESIDENCE

826 NORTH ST
PHONE 327 4276

ELEVATORS
WAITING ROOMS
CAFETERIA



A free-standing double-sided Rubberline board using 1 1/4" Futura letters for heading, 1" and 3/4" Block for remainder. Unit illustrated is 24" x 36" but can be made in other sizes. Standard single face boards can also be fitted with legs to make free standing units.

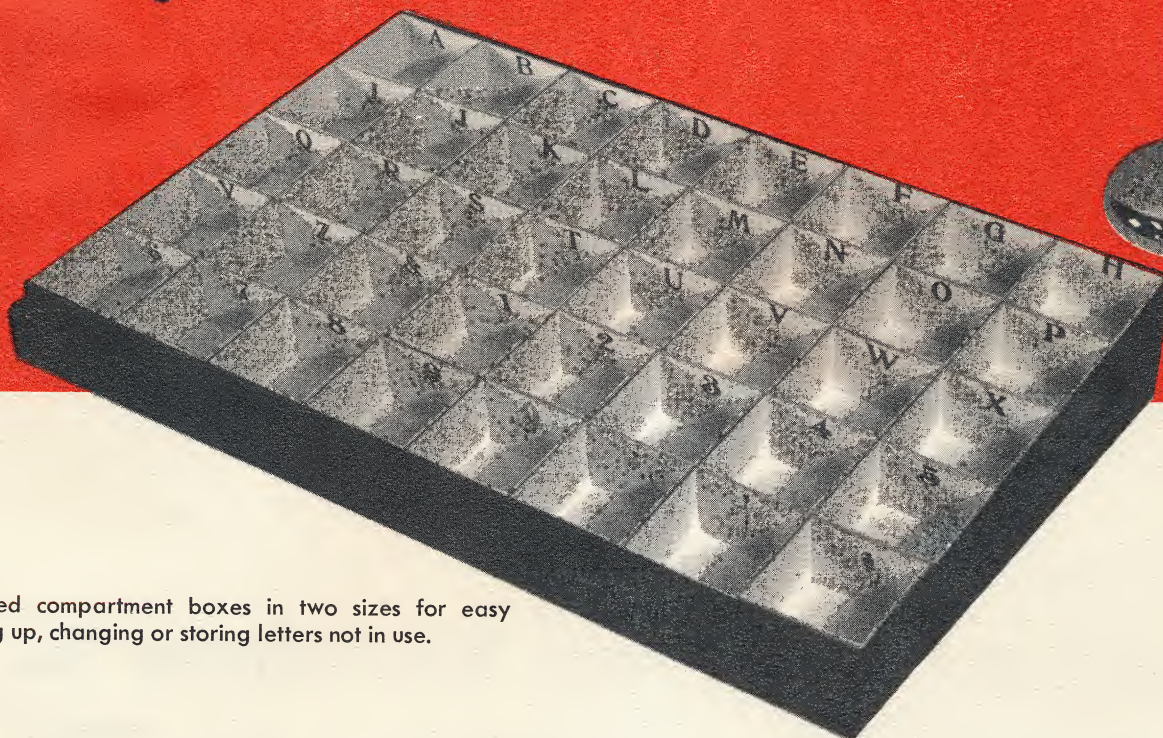
Rubberline boards in many sizes available mounted on pedestals. Illustrated 11" x 14" Style A frame mounted on single pedestal, Adjusta 1" Block letters used.

THIS SECTION
OPEN

8.00 A.M.

TO

2.00 P.M.



Indexed compartment boxes in two sizes for easy setting up, changing or storing letters not in use.

• PRODUCTION SCHEDULE

• PROGRAMS

• INVENTORY CHARTS

• DISPLAYS

SPECIFICATIONS

The contractor shall furnish a Style _____, Size _____

"X _____" (if Style E, recessed type, state wall opening size) Rubberline extruded anodised aluminum changeable letter directory in which single tab Adjusta letters may be inserted, or equal as approved by the architect. Anodised frame finish, background color and letter style to be selected by architect from manufacturers standards.

General

Rubberline is a rubber backing horizontally grooved $\frac{1}{4}$ " c.c. between grooves. Standard colors: Black, Gray, Blue, Green and Red. Type—Indoor or Outdoor.

Adjusta letters are precision formed in sizes that are multiples of $\frac{1}{4}$ " to correspond with rubberline spacing. Sizes— $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{3}{4}$ ", 1", $1\frac{1}{4}$ ", $1\frac{3}{4}$ " and $2\frac{1}{4}$ ". Styles—Block and Futura. Lower Case— $\frac{3}{4}$ ". All sizes available in White. $\frac{1}{2}$ " and $\frac{3}{4}$ " Block in Red and Yellow.

Guarantee

The manufacturer shall guarantee the Rubberline backing, or equal as approved by the architect, to be fade resistant, stain and blemish free over entire surface for a period of three years. The manufacturer shall also guarantee his product against hardening, crazing or cracking in normal use for a period of three years. Tolerances of dimensions between grooves vertically over 24" shall not exceed + or - .010", this tolerance to be held on the horizontal plain also over any 48", height or length.

Adjusta changeable letters, or equal as approved by the architect, to fit rubber backing shall be guaranteed for a period of three years against warping or curling and to be unaffected by chemical or discoloring reaction caused by close proximity to rubberline backing. Letters shall be precision formed so that all styles and sizes may be used interchangeably and result in perfect alignment on bottom of each line of lettering, i.e., $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{3}{4}$ ", 1", $1\frac{1}{4}$ " or $1\frac{3}{4}$ " letters may be mixed yet bottom edge of all will be evenly in line both in upper case letters of Block or Futura styles and lower case style.

Aluminum & Plastic Sign Manufacturing Co.
261 Great Arrow Ave., Buffalo 7, N.Y., 14207

a

ALUMINUM & PLASTIC SIGN MFG. CO.
261 Great Arrow Avenue,
Buffalo, New York, 14207.

Price List

Rubberline & "Adjusta" Products

Jan. 1/65

Rubberline panels.

48" x 24" ("Adjusta") Black, Blue, Gray, Green, Red - Price - \$17.00 per panel.
Type "B" for heavy duty or outdoor use (available in Black and Gray only) Price - \$25.50
per panel.

"Adjusta" letters and numbers.

3/8" - 3¢ each. 1/2" - 3¢ each. 3/4" - 4¢ each. 1" - 5¢ each. 1-1/4" - 8¢ each.
1-3/4" - 12¢ each. 3/4" Lower Case - 4¢ each.

INDEXED COMPARTMENT BOXES.

Small - 35 compartments, 12" x 9" x 1-3/4" - \$1.50
Large - 40 compartments, 20" x 13" x 1-3/4" - \$2.75

RUBBERLINE FRAMED BOARDS. ("Adjusta") F.O.B. Buffalo, N.Y.

	<u>Style A Frame.</u>	<u>Style B Frame.</u>	<u>Style D Frame.</u>	<u>Style C Frame.</u>
15" x 20"	\$12.00	\$15.00	\$36.00	\$60.00
18" x 24"	15.00	18.00	42.00	70.00
20" x 30"	19.00	23.00	52.00	83.00
24" x 36"	25.00	32.00	58.00	96.00
30" x 40"	30.00	36.00	70.00	118.00

Rubberline PEDESTAL Signs.

22" x 28" - 36" upright, 12" diameter base - \$60.00
14" x 11" - tubular upright adjustable 36" - 72" - \$18.00
14" x 11" - Bar base, free standing - \$12.00

RUBBERLINE EXTRUDED ALUMINUM DESK NAME PLATE BASES.

Black only. Price \$1.95 each, includes ten 1/2" "Adjusta" letters.

STORE HOUR UNITS.

Metal case, clear plastic face, Rubberline ("Adjusta") changeable letter backing.
8" x 3-1/4" size only. Choice of side or bottom flange. Price \$4.95 each. "Adjusta"
letters for above, extra.

SMALL PLASTIC STRIP.

3/16" x 3/16" Black and Brown only. For inserting into any groove to form single line
"Adjusta" letter holder. 25¢ per foot.

ALL PRICES - F.O.B. BUFFALO, N.Y. TAXES NOT INCLUDED.

GROOVES MAY RUN EITHER WAY ON ANY RUBBERLINE BOARD. FIRST DIMENSION SPECIFIED IS THE
WAY THE GROOVES WILL RUN.

RUBBERLINE & "ADJUSTA" SYSTEM
FACTS THAT MAY SAVE YOU MONEY

RUBBERLINE AND "ADJUSTA" CHANGEABLE LETTER SYSTEMS - ACKNOWLEDGED BY LEADING ARCHITECTS, DESIGNERS AND USERS AS THE BEST SYSTEM AVAILABLE FOR BULLETIN AND DIRECTORY BOARDS, MENUS, VISUAL CONTROL SYSTEMS AND CHANGEABLE SIGNS OF ALL KINDS. ASK FOR A LIST OF INSTALLATIONS.

GUARANTEED IN WRITING - SEE BACK PAGE OF CATALOG S1. THERE ARE TWO TYPES OF RUBBERLINE - TYPE A FOR INDOOR USE ONLY. FOR OUTDOOR USE OR WHEN BOARDS WILL BE EXPOSED TO SUNLIGHT TYPE B RUBBERLINE MUST BE USED. AN OCCASIONAL WIPE WITH LEMON OIL IF NECESSARY IS THE ONLY MAINTENANCE REQUIRED TO KEEP RUBBERLINE BOARDS IN TOP CONDITION INDEFINITELY. CLEANING IS SIMPLE, EASY AND NOT MESSY.

"ADJUSTA" LETTERS ARE PRECISION FORMED. ALL "ADJUSTA" CHARACTERS REGARDLESS OF SIZE OR STYLE WILL BE LINED UP PERFECTLY. VERTICALLY - "ADJUSTA" LETTERS ALIGN AUTOMATICALLY. TABS WILL NEVER BREAK IN NORMAL USE, EVEN AFTER YEARS OF HANDLING AND CHANGING. "ADJUSTA" LETTERS WILL NEVER WARP OR CURL.

RUBBERLINE WILL NEVER MELT OR VULCANISE. HUNDREDS OF RUBBERLINE BOARDS IN USE FOR MANY YEARS ARE PROOF THAT IT IS NOT AFFECTED BY EXTREMES OF HEAT OR COLD. (PLASTIC MELTS AT LOWER TEMPERATURES THAN RUBBER!)

RUBBERLINE HAS NO OBJECTIONABLE ODOR. IT COMPARES FAVORABLY WITH PLASTICS, FELTS, ETC., IN THIS RESPECT. ASK FOR A SAMPLE AND SEE FIRST HAND.

TECHNOLOGICAL ADVANCES AND YEARS OF TESTING UNDER ALL CLIMATIC CONDITIONS HAVE RESULTED IN A COMPOUND FORMULA THAT HAS STOOD THE TEST OF TIME.

"ADJUSTA" IS A REGISTERED TRADE MARK.

BEWARE OF SUBSTITUTES FOR RUBBERLINE AND "ADJUSTA". CHANGES IN DESIGN OR MATERIAL, SUCH AS PLASTIC, MAY RESULT IN A PRODUCT THAT LOOKS SIMILAR WHEN IT IS NEW. DON'T THROW MONEY AWAY - INSIST ON PROOF AND A GUARANTEE FOR ALL CLAIMS MADE.

COST OF RUBBERLINE AND "ADJUSTA" SYSTEM IS CONSISTENT WITH IT'S EXCELLENT QUALITY - BUT IT IS COMPETITIVE. SURPRISINGLY, RUBBERLINE OFTEN COSTS CONSIDERABLY LESS THAN OTHER SYSTEMS. THIS COMBINED WITH NO REPLACEMENT COSTS, ADDS UP TO REAL VALUE.

SPECIFY RUBBERLINE AND "ADJUSTA" IN WRITING FOR YOUR OWN PROTECTION. THE ORIGINAL GENUINE RUBBERLINE AND "ADJUSTA" SYSTEM IS GUARANTEED - IN WRITING.

ALUMINUM & PLASTIC SIGN MFG. CO.
261 Great Arrow Avenue,
Buffalo, New York, 14207.

Questions & Answers on Rubberline and "Adjusta".

- Q. Will Rubberline wear?
A. No. Consider the mileage you get on automobile tires.
- Q. Will Rubberline age?
A. Time ages everything, but old age has no effect on the usefulness of Rubberline.
- Q. Will Rubberline crack or craze?
A. No. Anti-ozonants and anti-oxidants, which Rubberline contain, prevent cracking or crazing. If you see rubber that has cracked it is because it did not contain these expensive anti-ozonants and anti-oxidants.
- Q. Will Rubberline get hard or brittle?
A. No, at least not to any extent. It is normal for any rubber compound to increase in hardness by possibly two or three points after aging for one year and this is to be expected, but it does not indicate deterioration or failure of the material.
- Q. Does hot or cold weather change Rubberline?
A. No. Hot or cold must do something - water will freeze - this is a change, but just as ice will return to it's original state, so will Rubberline. Rubberline will still function perfectly during periods of hot or cold.
- Q. Will "Adjusta" letters stick or vulcanise to Rubberline in the heat?
A. No, it is impossible. The heat required to vulcanise is 325° F. and there must be great pressure. Materials to be vulcanised must be compatible and plastic and rubber are not. The only way to stick "Adjusta" letter to Rubberline is with glue!
- Q. Is Rubberline difficult to maintain and keep clean?
A. No and much less than with other materials used for changeable letter signs. It is simple and easy to keep Rubberline clean and sanitary. Dampen a cloth with lemon oil and wipe Rubberline surface to clean and remove marks and fingerprints. No mess or fuss. Lemon oil is inexpensive and available in hardware and grocery stores.
- Q. There is soft rubber and hard rubber. Why?
A. Just as there are many uses for rubber there are many different types of rubber made. It can be made soft or hard to suit special needs just as candy can be made soft or hard. The formulae or ingredients used determine this and other qualities of Rubberline. The hardness is pre-determined and after it is set and cured there is no appreciable change in the hardness. When other materials get hard, such as cement, it is because water has evaporated. The low water content of rubber is one reason it does not get hard after curing.

- Q. Isn't Rubberline just ordinary rubber?
- A. No. The basic compound is changed and numerous chemicals and agents in exactly the correct proportions are added and these control the characteristics and quality of Rubberline. Beware of similar products and insist on proof of performance. With the wrong compound it is possible for faults to develop months after installation. Rubberline has been in use and proved for over a decade.
- Q. Will the surface of Rubberline stain and discolor letters?
- A. No. The discovery of a perfect anti-staining agent which did not have an adverse reaction on other chemicals was perhaps the most significant in the breakthrough which has made Rubberline the leading product of it's kind in the world. Rubberline will never stain or discolor letters used in it, even after years of use.
- Q. Why is there Type A and Type B Rubberline?
- A. Type A is completely satisfactory for any indoor application and it is fade resistant. It should outlast felt boards by at least ten times. It is not recommended for outdoor use, or where it will be exposed to the sun, as the pigments, particularly red, blue and green, will fade. It is possible to use pigments that are more highly fade resistant, but they are also more expensive. An entirely different compound is required for these pigments and this is also more expensive. This additional expense is not justified if Rubberline is used indoors, because Type A rubber is completely suitable. It becomes a matter of costs, the more expensive Type B is offered for heavy duty use and in cases where it will be exposed to sunlight or used outdoors.
- Q. Why should I always use "Adjusta" letters on Rubberline?
- A. Because they were designed for each other. "Adjusta" letters will never warp or curl and become unusable or unsightly. They will always lay flat and perfectly straight and they align automatically. The single dovetail tab is the secret and assures a cleancut appearance for neat and orderly messages, no unsightly pieces, bumps or tabs visible when letters are set up. The tab is strong - no need to handle with care. Tab will not break off even after years of use. Test the tab - press the tab - if it breaks it is not "Adjusta".
- Q. Can you supply proof of the claims made for Rubberline?
- A. Yes. A copy of a certified report on tests conducted according to official specifications will be provided on request. More proof? The very best - actual locations where Rubberline has been used for years. Details on numerous prestige installations and names of well known and responsible Architects and Engineers who specify Rubberline and "Adjusta" will be supplied if requested.

ALUMINUM & PLASTIC SIGN MFG. CO.
261 Great Arrow Avenue,
Buffalo, New York, 14207.